



(TRANSLATION)

Dispatch No. 166050  
Mailed: June 4, 2002

NOTICE OF REASON FOR REJECTION

**RECEIVED**

AUG 12 2002

**GROUP 3500**

Patent Application No. 2000-198661

Drafted Date of this Notice: May 23, 2002

Patent Office Examiner: Tatsutoshi TAKENAKA

Attorneys for the Applicant: Tsutomu TOYAMA et al. (3 others)

Applied Provisions of Patent Law: Article 29, Paragraph 2

This application is to be rejected for the reason stated below. If the applicant has any arguments against the Reason for Rejection of this Notice, such arguments should be filed within 60 days from the mailing date of this NOTICE.

REASON

The inventions claimed in the below listed claims of this application could have been easily accomplished by one of ordinary skill in this art based on the inventions described in the respectively listed publications distributed in Japan or elsewhere or inventions which were made available to the public by way of electric communication lines, prior to the filing of this application, and, therefore, the inventions of this application are unpatentable under Article 29, Paragraph 2 of Patent Law.

NOTES (Cited Documents are listed at the end)

[Claims 1, 7]

Cited Documents 1-3

Cited document 3 describes an apparatus for processing information to be offered comprising:

means for controlling placing of advertisement information;  
means for controlling registration of an attribute of a user as a user information with respect to the advertised information;

means for preparing information to be offered according to the attribute of the user of said user information; and

means for transmitting said information to be offered to said user.

See the description of Item [0079] of the cited document 3.

Further, management of testers for the prize is described in the cited document 2.

It is noted that the above-indicated claims simply alters "use" of the cited document 3 to "contest", and since management of testers for the prize is described in the cited document 2, the subject matter of these claims could be arrived at by applying the invention of the cited document 2 to the invention of the cited document 3.

[Claims 2, 8]

Cited documents 1-3

Regarding "means for receiving the information regarding the attributes of the testers for the prize, and accepting entries for the prize winning contest", this could be easily conceived by one of ordinary skill in this art from the teaching of the cited document 2 describing the management of testers.

[Claim 3]

Cited documents 1-3

"Information storage means for storing the information" corresponds to a stored information database of the cited document 3. Further, one of ordinary skill in the art can easily alter "the user" to "the tester".

[Claims 4, 9]

Cited documents 1-3

"The user information includes an attribute representing the relationship between the product of a predetermined genre and the purchaser" is described in Items [0007]-[0008] of the cited document 1. Further, one of ordinary skill in the art can easily alter the purchaser to the tester.

[Claims 5, 10]

Cited documents 1-3

"The means for preparing information to be offered further includes means for acquiring information relating to the product of the predetermined genre" is described in Items [0007]-[0009] of the cited document 1, as preparing the information to be offered based on the acquired product information.

[Claims 6, 11]

Cited documents 1-3

The cited document 3 describes the following features: "further including means for preparing other information to be offered according to the user information", "the information to be offered includes information for accessing to the other information to be offered", and "the information for accessing to the other information to be offered includes an identification information of the user."

<Suggestions for Amendment>

(1) When the claims in the specification are amended, the amended portions should be underlined (Regulations under Patent Law, Form 13, Note 6).

(2) In amending the claims in the specification, the applicant should be careful that the amendments are directly supported by or, can be uniquely derived from, the disclosure of the originally filed specification and/or drawings. Then, in an argument, the applicant should state the reason that the amendments are lawful by clarifying the basic descriptions in the original specification where amended. For the format of argument, the applicant should refer to the format of a Demand for Correction in the Opposition Proceeding.

Note: The above suggestions for amendment are only one of suggestions to help the applicant solve the reason for rejection, but they do not have any legal effects. How to amend the specification and drawings should be determined by the applicant.

LIST OF CITED DOCUMENTS

1. Patent Laid-Open Publication No. Hei 11-282393
2. " " " 2000-57219
3. " " " 2000-163368

/ / / / LAST ITEM / / / / / / /